



ACHIEVING GRANT SUCCESS: HOW A PROJECT PLAN CAN HELP YOUR CLUB OR BUSINESS

Longueville Tennis Club is a five-court club with over 14,000 annual visitations in Sydney's Lower North Shore, and celebrating their centenary in 2021.

Longueville Tennis Club (LTC) had identified that its ageing courts would soon require resurfacing and rectification of issues in the court sub-base. Looking to the future, LTC began to plan to renew its assets for the next 15+ years so that it could continue to accommodate strong demand and future growth in tennis participation by the local community. LTC sought guidance from Tennis NSW to improve its approach after an unsuccessful ATP Cup Legacy Fund Round 1 application.

LTC had found that they had done many things well, such as identifying the asset condition and obtaining quotes for the work from reputable contractors, but there were several elements that required development to meet important criteria and be more competitive given there was significant interest for limited available funds.

After applying TNSW's project and grant readiness approach, LTC was successful in Round 2 of the ATP Cup Legacy Fund and able to deliver a successful project in 2021.





INITIATIVES

With the support of the club's local Tennis Development Officer, LTC followed the step-by-step approach in the Tennis NSW Project and Grant Ready toolkit, which resulted in their grant success. Actions undertaken included:

1. Building a case for change

- The club developed an understanding of the changing demographic within their LGA to ensure the project is adaptable to the long-term needs of the asset
- Use of the Tennis Restart framework and associated venue sustainability data to show how the project will improve the venue's sustainability
- That the project reflects value for money or a return on investment – through leveraging co-contributions (funding and in-kind), leveraging partnerships, and/or demonstrating benefits to multiple partners or beneficiaries.

2. Demonstrated clear and thorough project plan that includes the details of:

- How the project will be designed, procured and managed;
- How risks will be identified and managed;
- An appropriate budget and contingency; and
- How the project and its benefits will be communicated

3. Open engagement and project planning with Council

- Ensure that the plans are acceptable to Council (as the landowner and asset owner) and that they fit into the future plans
- How council might be able to help support the project – utilising their in-house resources and expertise to supplement the club's own internal and external resources. In this case, Lane Cove Council provided in-kind project management assistance to the project, supporting material savings and professional delivery



SUCCESSSES

Madeleine Farac, Tennis Development Officer for Metro North said “We are really pleased that LTC has obtained this funding, especially in their Centenary year. LTC really embraced the Toolkit to strengthen the project case and demonstrate a well-informed, and cohesive response, through a collective approach between all partners (Club, Council & TNSW).”

While obtaining funding in the short-term will contribute to achieving its project priority (court resurface), LTC's focus is on long-term sustainability through overall facility development (Business Planning), to support the venue into the future.

In addition to achieving \$36,670 in grant funding, the project readiness steps have resulted in alignment with Council, a participation growth plan and clearer line of sight on venue sustainability. Since then, LTC has also seen increased Pay & Play bookings and a growth in their membership base, remarkably achieved during the COVID-19 pandemic.

Getting Project Ready tips:

- Understand the case for change / action and ways the project will benefit the community
- Ensure alignment with tennis and government strategic objectives, particularly local government recreation plans
- Demonstrate how to support asset renewal into the future through a vision for overall facility development and sustainability



“Our Tennis Development Officer Madeleine Farac provided comprehensive support & helpful suggestions to our Grants Officer, Dr Margie Hughes, to build a case for change and to achieve engagement and appropriate support documentation from our various stakeholders. We appreciate the diligence and thorough work of our Grants Officer and the valuable guidance from Tennis NSW”.

Margaret Biesley
President, Longueville
Tennis Club



FIND OUT MORE

Prepare, Partner and Plan with the Tennis NSW Project and Grant Ready Toolkit available to all affiliates.

Be guided through some key tennis-specific steps to get project ready for a suitable funding opportunity. Be notified of and view various funding opportunities available.

[Click here](#) to read more about getting project ready.

[Click here](#) to sign up to the Tennis NSW Project and Grant Ready Toolkit.